

To: MacWilliams, Lori
From: 1610 - Buffalo ROU (BRZEZIE)
Posted: 1/20/98 8:11
Opened: 1/20/98 13:06
Subject: FWRD: RE: IMMEDIATE RESPONSE REQUIRED

===== <Forwarded Letter> =====

From: Mclean, James J.
To: 1610
Subject: RE: IMMEDIATE RESPONSE REQUIRED
Posted: 01/19/98 12:35
Priority: Normal Priority

LORI,
THE FOLLOWING ARE MY RESPONSES TO YOUR INQUIRY. ...

1. THE POTENTIAL NEW DPC CUSTOMERS THAT I HAVE ACCOUNTABILITIES FOR ARE 12 MID VALLEY X-TRA MART STORES THAT HAVE LOW VOLUMES. I WILL NOT BE ABLE TO DISCUSS THIS POSSIBILITY OF EXECUTING DPC IN THESE ACCOUNTS TO OUR FEB. MTG.
2. I FEEL THAT TEMPORARY DISPLAYS WILL BE FINE TO SUPPORT THESE ACCOUNTS
3. PM DOES CONTRACT THESE LOCATIONS EVEN THOUGH THEY ARE SEVERELY UNDER VOLUMED FOR THEIR CONTRACTS. PM PAYS THEIR ENTRY LEVEL GRID PAYMENT.
4. THE ONLY INPUT I HAVE RELATIVE TO THIS SITUATION IS, I BELIEVE THAT USING DPC IS THE APPROPRIATE RESPONSE BY RJR IN THESE LOCATIONS. I THINK THAT CONTRACTING THESE LOCATIONS, LIKE PM, WOULD BE A WASTE OF OUR RESOURCES. PM HAS INVESTED IN THESE LOCATIONS WITH LITTLE OR NO RETURN ON INVESTMENT AS THE VOLUME IN THESE STORES HAS NOT RESPONDED DESPITE THEIR EFFORTS.

===== <Original Letter> =====

From: 1610 - Buffalo ROU (BRZEZIE)
To: MCLEANJ
Subject: IMMEDIATE RESPONSE REQUIRED
Posted: 01/12/98 16:51
Priority: High Priority

RESPONSES DUE NO LATER THAN 1/15/98.....

51845 4913